



**City of Scottsdale
Tourism Development Commission
Regular Meeting**

MARKED AGENDA

8:00 a.m., Tuesday, October 20, 2009
Pinnacle Conference Room at Human Resources
7575 East Main Street
Scottsdale, Arizona 85251

1. Call to Order/Roll Call 8:09 a.m.

John Holdsworth, Chairman
Kate Birchler
Sam Fox

David Richard
Mike Surguine, Vice-Chairman
Leon Young

All commissioners present except Chairman Holdsworth and Commissioner Fox.
Commissioner Bibee arrived at 8:10 a.m.; Commissioner Richard left at 9:09 a.m.

2. Approval of Minutes

Commission discussion and possible action regarding the September 15, 2009 regular meeting minutes. (Attachment No.1)

Motion to approve the September 15, 2009 minutes as amended by Commissioner Richard;
Seconded by Commissioner Young. Motion approved 5-0

3. Manager's Update

Staff Contact: Kathy O'Connor, Tourism Development Manager

- a. Staff bed-tax collection report (Attachment No. 2)
- b. Bed Tax Proforma (Attachment No. 3)
- c. Smith Travel Report (Attachment No. 4)
- d. Managers Update

4. TDC Event Sub-Committee Recommendation for FY09/10 Matching Event Advertising Funding (MEAF).

Commission discussion and possible action on FY09/10 MEAF program and event recommendations to City Council. (Attachment No.5, 5a, 5b, 5c, 5d, 5e) Staff Contact: Steve Geiogamah, Tourism Development Coordinator

Motion by Commissioner Richard; Seconded by Commissioner Birchler. Motion approved 5-0.

A.Russo and Steele Sports and Muscle in Scottsdale Auction Event



PERSONS WITH A DISABILITY MAY REQUEST A REASONABLE ACCOMMODATION BY CONTACTING KATHY MONTALVO AT 480-312-7989 or KMontalvo@ScottsdaleAZ.gov. REQUESTS SHOULD BE MADE 24 HOURS IN ADVANCE, OR AS EARLY AS POSSIBLE, TO ALLOW TIME TO ARRANGE THE ACCOMMODATION. FOR TTY USERS, THE ARIZONA RELAY SERVICE (1-800-367-8939) MAY CONTACT KATHY MONTALVO AT 480-312-7989.

Motion by Commissioner Richard; Seconded by Commissioner Birchler. Motion approved 5-0.

B. 55th Annual Scottsdale Arabian Horse Show

Motion by Commissioner Birchler; Seconded by Commissioner Richard. Motion approved 5-0.

C. Region 7 Arabian Championship Show

Motion by Commissioner Richard; Seconded by Commissioner Birchler. Motion approved 5-0.

D. Scottsdale Classic Futurity and Quarter Horse Show

Motion by Commissioner Birchler; Seconded by Commissioner Richard. Motion approved 5-0.

E. Barrett-Jackson Collector Car Events

Motion by Commissioner Birchler; Seconded by Commissioner Richard. Motion approved 5-0.

F. Celebration of Fine Art

Motion by Commissioner Birchler; Seconded by Commissioner Richard. Motion approved 5-0.

G. Scottsdale's National Festival of the West

Motion by Commissioner Richard; Seconded by Commissioner Birchler. Motion approved 5-0.

H. Goodguys 12th Southwest Nationals

Motion by Commissioner Richard; Seconded by Commissioner Birchler. Motion approved 5-0.

I. Scottsdale Culinary Festival

Motion by Commissioner Birchler; Seconded by Commissioner Young. Motion approved 4-0.

J. Arizona Bike Week

Motion by Commissioner Birchler; Seconded by Commissioner Young. Motion approved 4-0.

K. Sun Circuit Quarter Horse Show

Motion by Commissioner Birchler; Seconded by Commissioner Young. Motion approved 4-0.

L. Scottsdale Fashion Week

Tabled

M. Fiesta Dog Show

Motion by Commissioner Young; Seconded by Commissioner Birchler. Motion approved 4-0.

5. Findings and Implications of the 2009 Leisure Visitor Inquiry Study

Staff report and Commission discussion. (Attachment No. 6, 6a, 6b) Staff Contact: Steve Geiogamah

6. FY08/09 Scottsdale Convention and Visitors Bureau Contract Year-end Performance Measures Report

Staff report and Commission discussion. (Attachment No. 7, 7a) Staff Contact: Kathy O'Connor



PERSONS WITH A DISABILITY MAY REQUEST A REASONABLE ACCOMMODATION BY CONTACTING KATHY MONTALVO AT 480-312-7989 or KMontalvo@ScottsdaleAZ.gov. REQUESTS SHOULD BE MADE 24 HOURS IN ADVANCE, OR AS EARLY AS POSSIBLE, TO ALLOW TIME TO ARRANGE THE ACCOMMODATION. FOR TTY USERS, THE ARIZONA RELAY SERVICE (1-800-367-8939) MAY CONTACT KATHY MONTALVO AT 480-312-7989.

7. Desert Discovery Center Feasibility Study-Phase Two Update

Staff update and Commission discussion.

DDC Joint Sub-Committee Members-Vice Chairman Mike Surguine and Commissioner

David Richard

Staff Contact: Kathy O'Connor

8. Proposed Bed Tax Increase Update

Staff update and Commission discussion regarding the proposed Bed Tax increase.

Mike Surguine, TDC Budget Sub-Committee Chairman

Staff Contacts: Kathy O'Connor, Tourism Development Manager, Scott McCarty, Managing Director Financial Services, and Lee Guillory, Finance Manager

9. Identification of Future Agenda Items

The public body may not discuss, deliberate, or take legal action on any matter in the "Identification of Future Agenda Items" unless the specific matter is properly noticed for legal action.

10. Public Comment

Citizens may address the members of the Tourism Development Commission during "Public Comment." This time is reserved for citizen comments regarding non-agendized items.

However, Arizona State law prohibits the Tourism Development Commission from discussing or taking action on an item that is not on the prepared agenda.

11. Adjournment 10:06 a.m.

Next scheduled meeting is November 17, 2009



PERSONS WITH A DISABILITY MAY REQUEST A REASONABLE ACCOMMODATION BY CONTACTING KATHY MONTALVO AT 480-312-7989 or KMontalvo@ScottsdaleAZ.gov. REQUESTS SHOULD BE MADE 24 HOURS IN ADVANCE, OR AS EARLY AS POSSIBLE, TO ALLOW TIME TO ARRANGE THE ACCOMMODATION. FOR TTY USERS, THE ARIZONA RELAY SERVICE (1-800-367-8939) MAY CONTACT KATHY MONTALVO AT 480-312-7989.